

THE STORAGRAM



1871 56th Anniversary 1927
KAUFMANN'S
Fifth Avenue Pittsburgh

P I T T S B U R G H

BY T. P. GAYLORD

President of The Chamber of Commerce of Pittsburgh



IN the beautiful mural paintings with which one of Pittsburgh's sons, John W. Alexander, adorned the walls of Alexander Hall in Carnegie Institute, the spirit of Pittsburgh is given a noble expression in the splendid bodies of young men joyfully working at her furnaces and forges. It is not only their strength that makes them take joy in their work, but their realization of the beauty that will take its birth in their industry. That beauty is symbolized by the artist in the upper stretches of the hall, where the glare of the furnace fires is softened into the light that plays around gentler figures typical of poetry, philosophy, religion, and art.

The artist's dream has become a fact. Pittsburgh is indeed transforming the physical strength and material wealth of the industrial giant into higher values. She has learned that industry is not an end in itself, but merely the means to an end. Industry must lead to joy and beauty. The man must not be brutalized, but exalted, by the machine. The giant must sing at this task. He must fabricate, above all, the intangible things which are the true foundations of our civilization. This is today preeminently the spirit of Pittsburgh.

THE STORAGRAM

Published monthly by and for the Fellow-workers of Kaufmann's, Pittsburgh, Pennsylvania

ADELAIDE C. HUNTER, EDITOR

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NUMBER 6

STEPPING STONES

THE founders of this business were good citizens and good merchants. We are committed by tradition to serve Pittsburgh as unstintingly as they served before us.

This responsibility pledges Kaufmann's to set and maintain ever higher standards of service—to deal generously and by unswerving codes.

Anniversary Month presents a happy opportunity to show how far we have come toward the realization of that ideal. It brings fully stocked departments, spic and span merchandise, complete assortments throughout every floor.

June is branching-out time, the season for new methods and demonstrations of the entire year's training. Long planned betterments now have their chance to blossom into reality.

We are at our best, and our best is the fulfillment of the store's policies in merchandise and service as demonstrated by each and every fellow worker.

Another stepping stone is at hand in Kaufmann's history.

E. G. Kaufmann



*THE Old Court House and Market
Were Located Near The Site of The
Present Market House. This Picture
Was Made from an Old Print Loaned
by The Historical Society of Western
Pennsylvania*

HISTORIC PITTSBURGH

By ROBERT M. EWING

PITTSBURGH is an historic City. A writer has said, "There is no foot of American soil richer in historical incident than the point of land at the confluence of the Allegheny and Monongahela rivers. Here began the struggle between France and England which was destined to involve many nations in its course, to endure through two generations and cover with its ravages the face of the civilized world."

Extravagant language, you may say. But it is true. Because this wild, untamed country, west of the Alleghenies was so far from the more populous centers of activity in the east, Pittsburgh never got the publicity that Boston and Philadelphia received in colonial days when history was in the making. Yet this was always a strategic spot, and events of tremendous importance transpired there, shaping the destiny of young America. "Allegheny County was alternately the battle field and hunting ground of conflicting tribes of Red Men, until the day when it was finally settled, having passed successively under the yoke of three nations of pale-faces, the French, the English and the Americans."

Pittsburgh Called "The Forks"

School children and older people, indeed, all know of Lexington and Concord and Bunker Hill, but too few know the story of "The Forks," as the present site of Pittsburgh was known; of Washington and Gist, of Celeron, Forbes, and Bouquet, and the part they played right here. How many people have pictured the unbroken wilderness, inhabited only by wild beasts, with here and there a trail made by the Indian when these characters came upon the scene?

It was here that Celeron, a French Officer, on August 3, 1749, as a ceremony of taking possession of "The Forks" in the name of France, buried at the foot of a red oak tree on the South bank of the Allegheny river (then known as La Belle Riviere or the Ohio) a leaden plate, and attached to a tree at the same place, the Arms of the King of France engraved on a sheet of white iron.

It was here at "The Forks" that the youthful George Washington stood, no doubt, on the heights since called Mt.

Washington, and with prophetic vision saw and recognized the strategic site for a fort and visualized events that were to occur here. This date according to his journal was November 23, 1753.

When Washington Fell Into the River Here

It was on this same journey as he was returning with Christopher Gist from the mission on which he was sent to Fort Le Bouff, near Erie, Pennsylvania, that he almost lost his life by falling from a raft into the ice-filled river at or near Wainwright's Island at Fortieth

Major Robert M. Ewing is secretary of the Historical Society of Western Pennsylvania. A former judge and a busy lawyer, he has always found time for historical research and is an enthusiastic student of local history. He declares that Pittsburgh is so rich in historical interest—so full of scenes that recall dramatic and stirring events of the past that the study of Pittsburgh history is unending.

Street, Pittsburgh. This event is one that has been fittingly memorialized in the "Washington Crossing" Bridge that now spans the river at that point, a monument that will endure. That it bears this name is due to the suggestion of officers of the Historical Society of Western Pennsylvania, a society that is striving to inculcate in the hearts of the people greater interest in the rich historical incidents and places that have been too long neglected.

Almost everyone is more or less familiar with the story of Fort Duquesne, later called Fort Pitt and the present Blockhouse, preserved to us through the valiant efforts of the Daughters of the American Revolution. Very few, however, know that on the ground now bounded by Liberty Avenue and the Allegheny River and bounded on one side by Ninth Street and on the other by Garrison Way, "Fort Fayette" was constructed about 1791 and continued as an important fortress until 1815.

Fort Fayette on Liberty Avenue

It was from this fortress that General Anthony Wayne with his Legion started on his conquest to the Western Country. Fort Fayette was also at one period the headquarters of the Army of the United States and an important factor in events connected with the War of 1812. It was also the fortress from which soldiers marched in 1794 to protect the home of Inspector John Neville at or near the present Woodville during the riotous times connected with the "Whiskey Insurrection" that involved the counties of Washington, Fayette, Westmoreland and Allegheny. This was an event that loomed large in the establishing and maintaining of orderly government in the United States of America.

Few, perhaps, of the present generation, know the story of Pittsburgh during the Civil War. At Washington, it was considered that Pittsburgh was a most important strategic point, and a place that the enemy would necessarily be anxious to possess, and when Lee's Army entered Pennsylvania, just cause for fear of attack seized upon Pittsburghers. Following a public meeting held on Sunday, June 14th, it was determined that all workshops should be closed and all activities centered upon the throwing up of earthworks around the City. Engineers were sent here from Washington, and for a period of two weeks we were apparently a beleaguered City.

Civil War Defenses

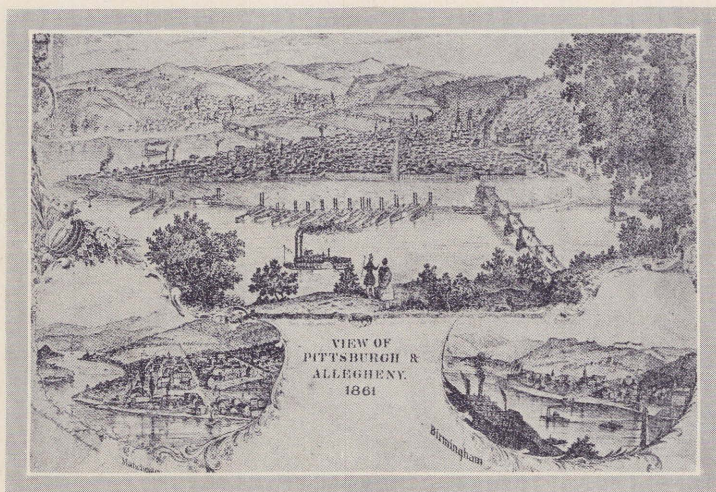
From 15,000 to 16,000 men constructed rifle pits and earthworks for mounting cannon. These earthworks extended along the range of hills on the south side of Pittsburgh from Saw Mill Run in the present West End and running up as far as a point opposite Four Mile Run as well as on many other high points of vantage throughout and adjacent to the City. Outlines of some of these still exist. The writer recently visited one of them that remains practically in its original condition. It is located at a point on the top of the hill just east of former St. Clair Borough, now Sixteenth Ward, commanding a view of much of the City.



Washington Crossing Bridge at Fortieth and Butler Streets. Near here Washington made a memorable crossing in mid-winter



"The Golden Triangle" where Pittsburgh business is concentrated



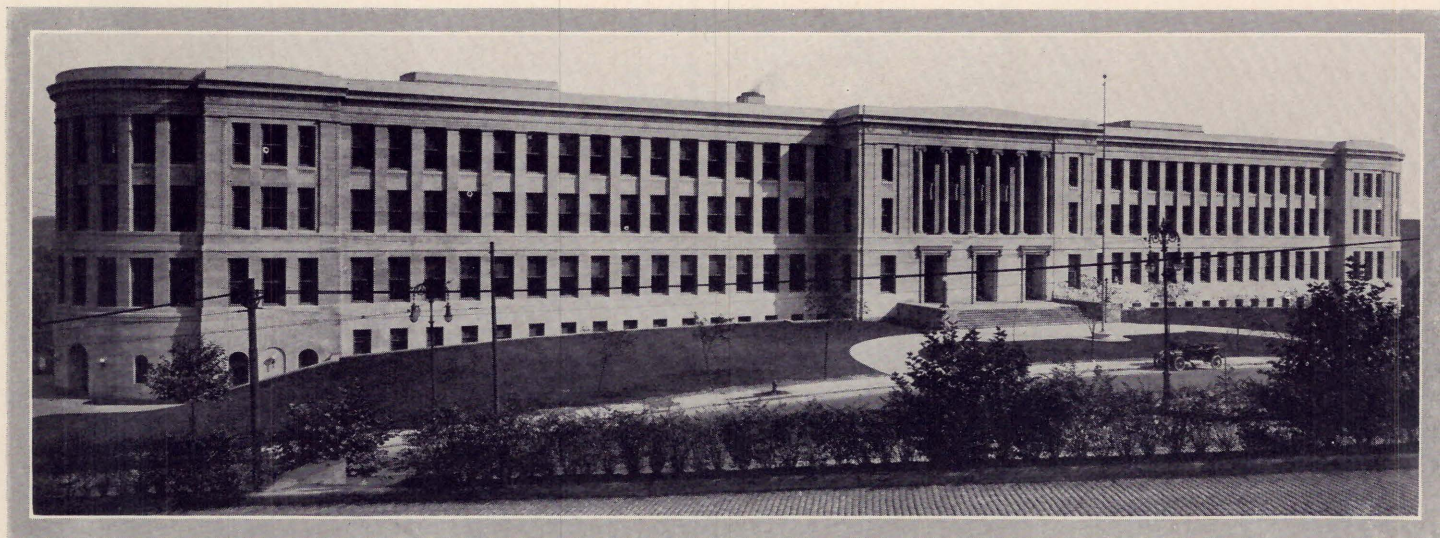
Downtown in 1861—before the days of "The Golden Triangle"

Historic PITTSBURGH

(Continued from page 3)

This reminder of Civil War days may be reached on an Arlington Ave. car line, and any one visiting the scene would be amply repaid for the effort, and would be thrilled, I am sure, by the wonderful panorama spread before the eye. One can readily understand, as he stands here, with the city spread beneath him, what a vantage point this would be in war-time defense.

Reference has been made to but a few historic scenes and events of Pittsburgh, and of each of them a volume might be written. Pittsburgh is, indeed, an historic City. In the onward march of our commercialism it would be well if we would give a thought to properly protecting more of these interesting places and memorializing in a fitting manner events that have contributed so much to the making of our Nation.



SCHENLEY HIGH SCHOOL

THEN AND NOW—OUR SCHOOLS

By Dr. William M. Davidson, Superintendent of Pittsburgh Schools

THE PHRASE, "the little Red School House" has become a figure of speech in our language! It is the symbol of an institution which today occupies first place in the heart of every worthy thinking citizen of this Republic. It is a terse, graphic, flaming word-picture so vivid and so colorful that we stand uncapped and uncovered while those five short words flash upon our minds the thrilling story of the development of the greatest of all our institutions—the free-tax-supported public schools of America.

From the day when that small group of Puritan villagers made their first investment in the first school established in the New World, through their individual contributions of a few bushels of corn and other products of their meager farms, down to the present hour, the business of Education in America has so

grown in volume and in importance and influence as to cause it to take rank today as the biggest single business in America, if not, the world.

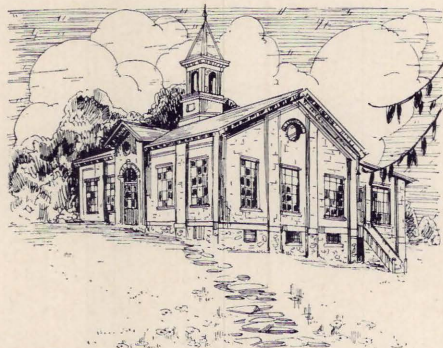
In the year 1926 the total amount invested in all sites and buildings used for educational purposes in America, including the equipment of these buildings, was \$6,800,000,000. To conduct this business of education and man this vast school plant in America requires a staff of 1,000,000 persons on the instructional side alone, while on the non-instructional side a second million is required, making a total personnel staff of 2,000,000 people.

The first little red schoolhouse planted in Pittsburgh under law was established in a frame building near the corner of Eighth Street and Penn Avenue in the year 1835. The total enrollment in this first free-tax-supported school consisted of five pupils. After changing locations two or three times, this first structure found its final abiding place on the site now occupied by the old North School, at Eighth Street and Duquesne Way. In a sense, therefore, it can be properly claimed that the present North School (now occupied as a Continuation School and by the Department of Compulsory Attendance) represents in both the spirit and the letter the establishment of "the first little red schoolhouse" set

up in Pittsburgh. Twenty years after, this small beginning of 1835 with its five pupils and a single teacher, had expanded to 12 schools with a hundred teachers, calling for an annual expenditure of \$40,000.

In 1855 the High School was made a part of the public school system of the city. In 1860 the total High School enrollment was 180 young men and women.

During the period of the next fourteen years, the schools of Pittsburgh doubled their teaching force from 100 teachers to 204 teachers. In the same period the buildings increased from 12 to 32 buildings. The annual expenditure of the public schools in 1869 was \$121,000. The enrollment had increased during the same period from five thousand

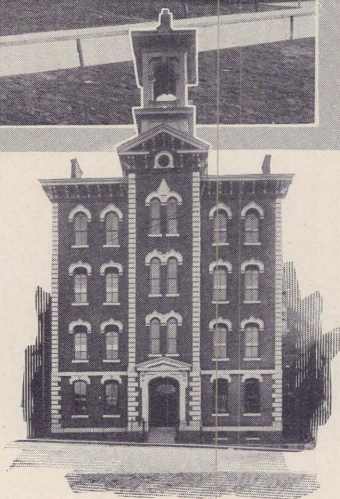
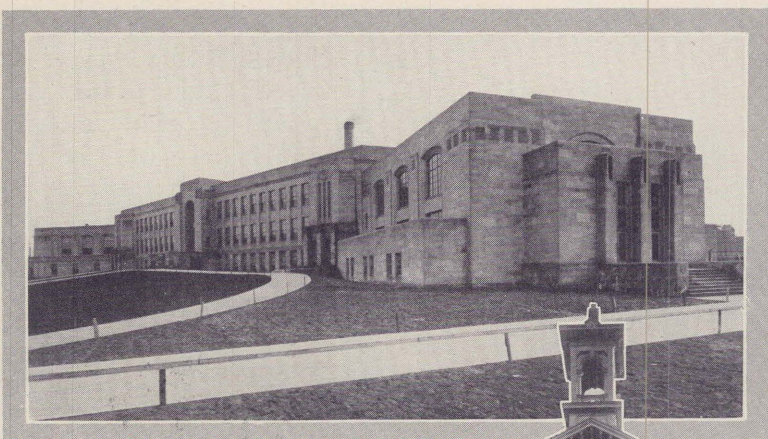
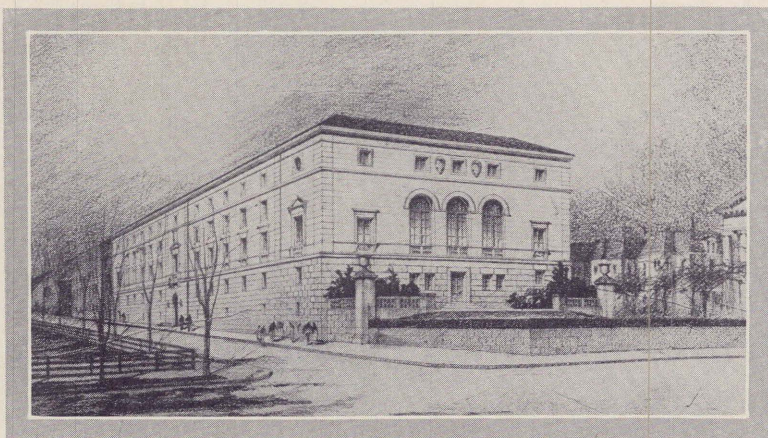
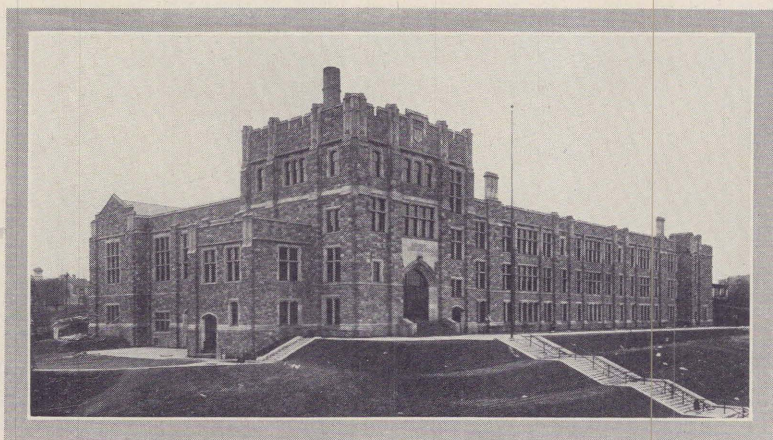


Milroy School



The Old Grant School

THEN AND NOW—OUR SCHOOLS



Top photograph shows Langley High School. Center is the proposed Administration Building of the Board of Education. The bottom picture shows Oliver High School. The inset is the Hancock School, typical of the old style school architecture.

pupils to twelve thousand pupils in Pittsburgh public schools.

Between the years 1850-1859 thirty students were graduated from Pittsburgh High Schools. In the year 1927, 2600 boys and girls will have been graduated in a single year. The total number of graduates since the founding of the High School system in Pittsburgh in 1855 down to the present time will be 30,000 students. This is an army of young men and women contributed by the Pittsburgh High School system to the leadership of this city and the commonwealth in every line of work where leadership is demanded by the people. It is interesting to note that of the thirty thousand graduates of the High Schools of Pittsburgh, 6,000 of them were graduated between the year of the founding of the first High School in 1855, and the close of the school year 1910, a period of 55 years, whereas 24,000 students have been graduated in the last 17 years. This tells the story of the growth of the modern High School in this community, which constitutes one of the educational romances of the city. Nothing marks the progress of the Public High School system more than the roll of its graduates which numbers in its yearly groups some of the most famous leaders of the community.

Pittsburgh expends annually upon its public schools \$13,000,000. It has invested in a school plant representing 145 distinct and separate school structures \$40,000,000, including sites, buildings, and equipment. It enrolls each year in its public day schools more than 100,000 children and in its public evening schools nearly 20,000 of the grown-up men and women of the adult population of the community. This army of youth requires a teaching force of 3300 teachers to direct the work of this great city school system.

These figures speak eloquently of the demand of the youth of the city for advanced education. Each year hundreds and hundreds of graduates of the High Schools enter not only the local institutions of the higher learning in Pittsburgh, but some fifty of the leading colleges of the country located in at least twenty different states of the Republic.

The present Board of Public Education has been enabled to give to Pittsburgh a school system the equal of the best in the country. Kindergarten schools have been established, the Elementary Schools have been vastly improved, the whole High School system has been expanded to an enrollment of more than 20,000 students, calling for 16 High School Buildings. As a capsheaf to its public school system, Pittsburgh has developed a Teachers' Training School, in which it trains young women graduating from our public High Schools for the calling of teaching.

THEN AND NOW

Street Cars

By R. S. McCARTY, Philadelphia Company

NEARLY three quarters of a century ago, on the 5th of August, 1859, a rumbling, swaying, horse-driven vehicle started on its initial voyage out Penn Avenue with an awe-stricken crowd for an audience. A pioneer in the path of trade and travel, with candle lights and straw-covered floors, the horse car wound its triumphant way through old Bayards Town along to the fork of the road at 34th Street.

Then in 1889 P. A. B. Widener and William H. Elkins, owners of the Fifth Avenue line, began the installation of the cable system with its slot in the middle of the track and the grip arm beneath the car. But, though much swifter than the horse car, the cable car had disadvantages which soon forced it to give way to a new power—electricity.

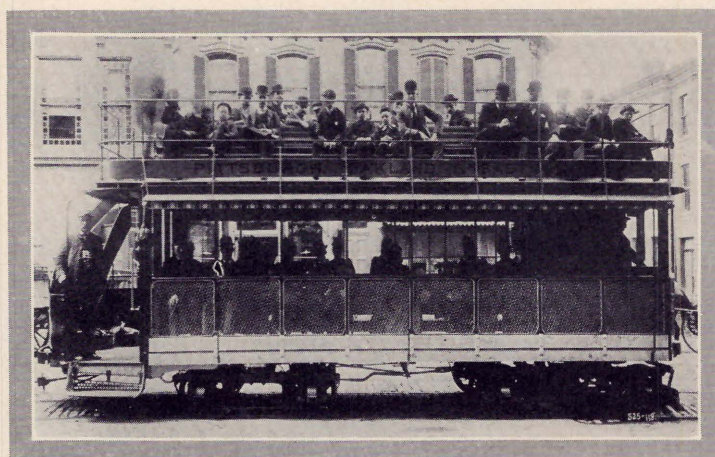
The first electric line, experimental in character, was placed in operation on the South Side in 1890. Real success was not met, however, until William H. Graham and D. F. Henry electrified the Observatory Hill, or Federal Street and Pleasant Valley line, the first electric street railway to enter Pittsburgh.

On January 1, 1902 the most momentous and propitious step in Pittsburgh's street railways history was taken when the Pittsburgh Railways Company was formed, and acquired, either by purchase or by lease, the holdings of the three large groups, the Consolidated Traction Company, the United Traction Company and the Southern Traction Company, thus placing under one centralized management, all of the two hundred different companies that had been engaged in the industry.

Since its organization, the aim of the Pittsburgh Railways Company has been to insure comfort, convenience and safety in full measure to its passengers and to "promote Pittsburgh's progress."

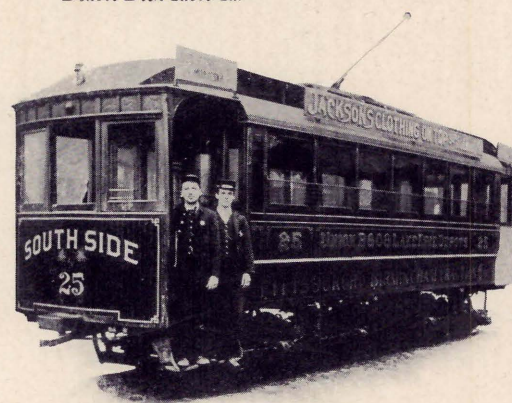


Early Horse Car



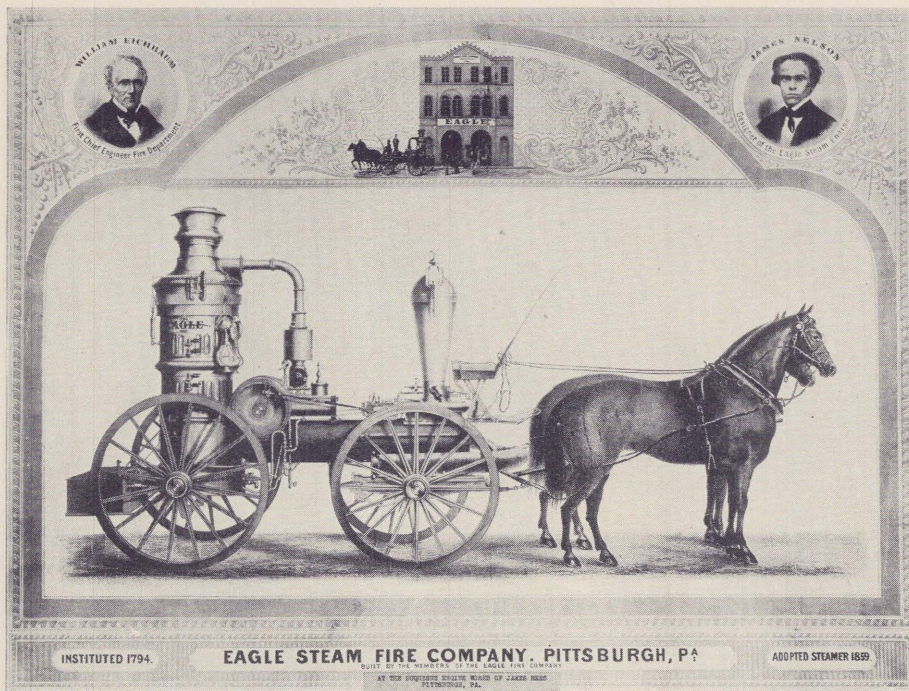
Double Deck Cable Car

One of the First Electric Cars



The Type of Car in Use Today, Insuring The Utmost Comfort, Convenience and Safety

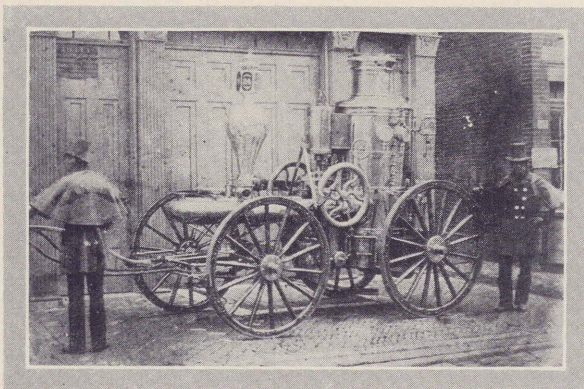




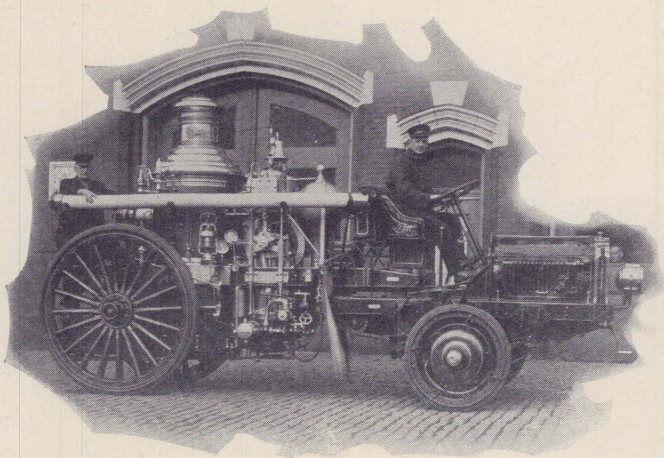
Then and Now Our Firefighters

By RICHARD L. SMITH, *Chief*
Fire Bureau, City of Pittsburgh

IT is a noteworthy fact that the history of the Pittsburgh Fire Department can be traced further back in the records of the City than the town clock. While Pittsburgh was yet a village, while Indians and trapper mingled in the narrow streets and the settlers had barely begun to recover from the Revolutionary War, the first movement was taken toward the organization of a Fire Department, which, in the beginning, was not on the Volunteer principle, but the service of every male inhabitant able to serve was compulsory. This gave way, however, at an early date, to the Volunteer Service. The best men of early Pittsburgh were among the Officers of the Volunteers and the first Company was the old "Eagle Fire Engine & Hose Company," organized in 1794, at Fourth Avenue, near Ferry Street. The Volunteer Service continued until the organization of a paid Fire Department in April, 1870 with sixty-nine men on the payroll. Today the Fire Department of Pittsburgh has 54 Engine Companies, 21 Truck Companies, 1 Water Tower, 3 Deluge Wagons, 1 Squad Wagon Company, with 931 men on the rolls, making up as highly trained and efficient a body of men as can be found in the country, with the finest and most modern apparatus in the world.

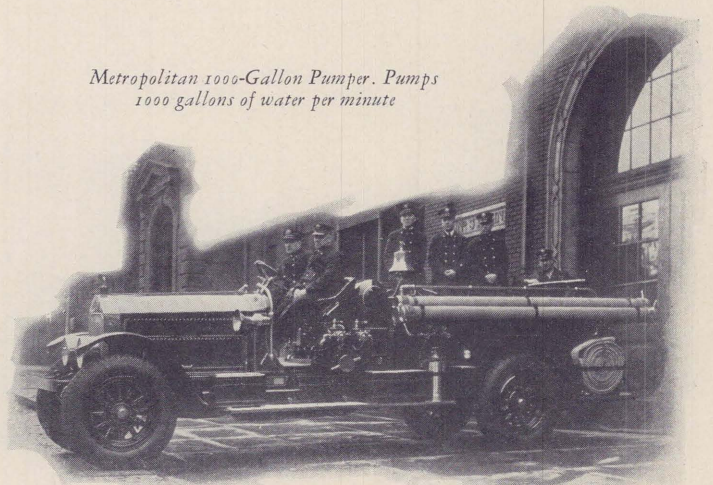


The First Volunteer Fire Company of Pittsburgh



Tractor-drawn Steam Fire Engine

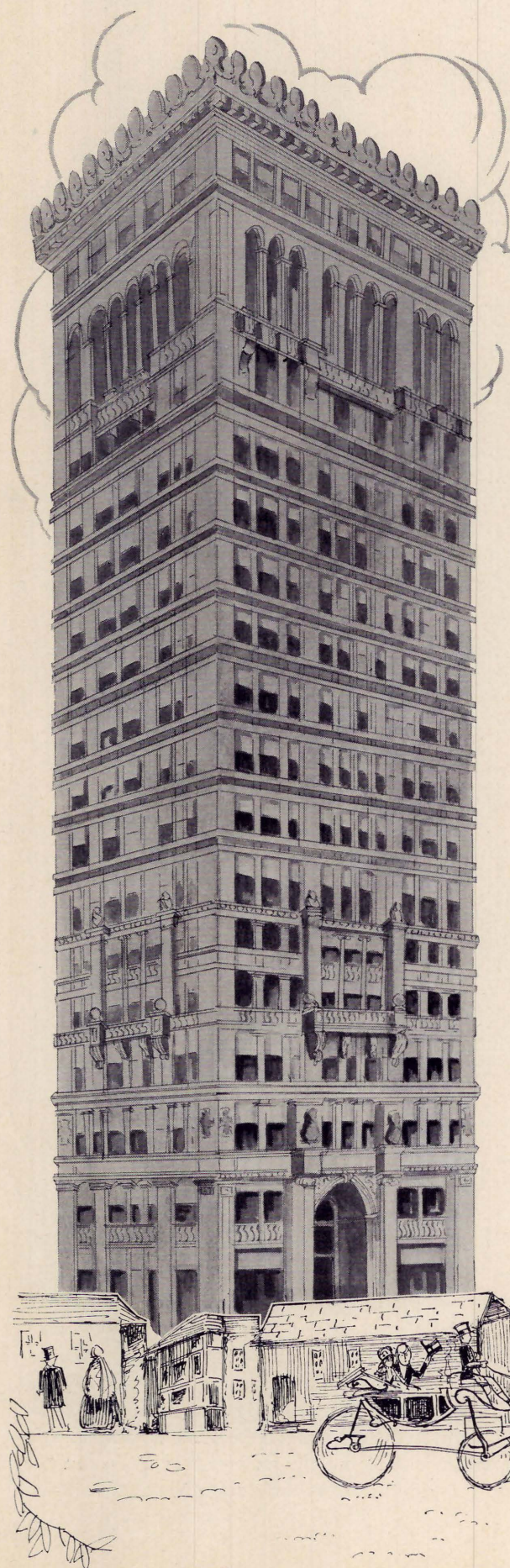
*Metropolitan 1000-Gallon Pumper. Pumps
1000 gallons of water per minute*



THEN AND NOW—DOWNTOWN

BY FRANK C. HARPER

Editor, "Just Now" Column in the Pittsburgh Chronicle Telegraph



Miraculous inventions have come so fast in our day that they have ceased to be miraculous. We do not realize that fifty years ago the telephone was only coming into use, the telegraph had barely passed its majority, steam railways were hardly old enough to vote, nobody had electric light, and the automobile, the trolley car, the airplane, movie pictures, and radio had not been dreamed of.

The entire city had only 2,000 street lamps, lighted by gas, and not visible twenty feet away on a dark night. Three horse cars held up by a balky horse hitched to car No. 1 constituted a traffic jam. A man who had a horse who could step a mile in anything less than four minutes was a speeder. There were toll gates within the city limits. One of them was on the Greensburg turnpike (now Penn Avenue).

An old friend of mine used to tell me that in the evenings the street corners were crowded with fakers of all kinds who furnished the idlers with almost as much entertainment as a circus.

From the river banks could be seen tows hauling barges loaded with oil. Along the river banks, too, were tied up great tows of lumber barges, for one of our thriving trades in that period was floating these lumber flotillas down to Pittsburgh from timbering regions along the upper Allegheny.

Pittsburgh was more of a port than it is now. The railroad industry was only in the first stages of its development, and the Monongahela wharf was the busiest place in the Golden Triangle. At all times there were steamboats tied up there and canal boats which had brought in pig metal from Sharon, Sharpsville and other points on the old Pittsburgh and Lake Erie Canal.

The Mayor issued show licenses in those days, and an opera license cost \$5.00 a night. Trimble's, on Penn Avenue, near Sixth Street, was the wickedest theatre in the city, and prominent citizens could be seen sauntering down in that direction almost any evening. Library Hall, close by Trimble's, was the highly respectable theatre, and the prominent citizens all pretended to be bound thither. Sixth Street was then known as St. Clair Street. It had a wood pavement.

The assessed valuation of the entire city in 1875 was only \$160,000,000, whereas today the first and second wards (downtown wards) have a valuation of \$325,000,000. That fact helps us to visualize the rate at which Pittsburgh has grown and the change that the erection of great sky-scrapers has brought about in the half century.

In 1877 a Pittsburgh newspaper subscriber was given a telephone by the company which was trying to introduce the telephone. He had so little faith in it that he put it into the cloak closet. As late as August 1879 one of the biggest downtown banks agreed by resolution of the Board of Directors to subscribe fifty dollars per year "for the introduction of a speaking telephone provided that nineteen other banks could be induced to subscribe at the same rate."

Still, the business men of the Golden Triangle must have been just as smart in their day as the business men of the Golden Triangle in our day, for it was these cautious bankers, and editors, and captains of industry of the 70's who put Pittsburgh on the map as the greatest iron, steel, and glass center of the world.



SPORTS WEAR FOR 1871

From An Original Fashion Plate of That Date

WE PRESENT above the only type of sports wear that gentlewomen of 1871 had occasion to wear. Sports for women there were none, save riding (in moderation!) and bathing at fashionable watering places. The riding habit pictured above shows the same flowing lines that all apparel at this time boasted. Even the bathing suits for women

were voluminous affairs, as indicated by the following quotation from Godey's Lady's Book for 1871: "The Polonaise Bathing Suit this season has long Turkish trousers closed at the ankle with a buttoned cuff. The polonaise is a sort of tunic, extending well below the knee; it is gored behind and belted. The special feature is the attached cape, which is

deep enough to come over the bust and conceal the form as any gentlewoman desires." Compared with this cumbrous affair in which the gentle lady of long ago must timidly have taken a hurried dip at seaside or lake, what inexpressible freedom the modern woman has in her modern bathing suit! Note the contrast on the next page; it is significant, indeed.



SPORTS WEAR FOR 1927

As Presented by Kaufmann's Sports Shop

It is sports wear today, we venture to declare, which reflects more than anything in the realm of clothes, what advancement women have made since 1871, toward freedom, common sense and the full joy of living. Sports wear is outstandingly the contribution of the last few years to the history of costuming. We feel proud that our generation has created this particular type of apparel—a style that has the utmost ease and grace—a style that is colorful, gay, joyous—a style that bespeaks the vigorous, glad-to-be-alive American girl.

The sketch above presents correct apparel for the full cycle of a day at the country club, where smart sports wear is to be seen at its best. Kaufmann's Sports Shop offers distinctive imports from England and France, as well as those delightful creations that come from American designers whose specialty is youth-giving sports apparel.





FASHIONS FOR SUMMER, 1871

From Original Fashion Plates of That Date

RICH SILKS are being made up into house dresses for afternoon wear. From 18 to 20 yards are required for a plain demi-train with postilion basque. For a lady of medium height the train should be 55 inches long, gored front and both sides, full in back, lined throughout with cambric. Ruffles of the material, with fringes and trimming of guipure lace are stylish. The Marguerite polonaise is caught up at intervals with

bows and ornaments. Stylish modistes are using three darts in the front of basques to give the full busts which fashion now requires on all corsages. Ample drapery on the bosom adds much to the beauty of the new dresses." —*Harper's Bazar for June, 1871.*

"Instead of skirts ankle-short, as they were last season, we have the more graceful ones just clearing the ground. The proper length of dresses for girls from three to five years is 3 or 4 inches above the gaiter top, gradually getting longer until girls of ten or twelve years of age show but one inch of their stockings, while misses of fifteen wear their skirts to reach the instep." *Quoted from*

Godey's Lady's Book, month of June, 1871.

A Dress To Put On In A Hurry. The waist which must be put on first, is a chemise russe, with darts in front and a loose back. Corsage is lined with soft muslin or cotton satine. The dress skirt is belted over the chemise russe to keep it in place and has the apron front of the overskirt attached to it and prettily caught up at the sides. To complete the suit, a belt of folds is added and from the belt is pendant the bouffant back that completes the overskirt. This is a stylish and convenient outfit for shopping and travel and can be donned in a hurry." *Quoted from Godey's Lady's Book for June, 1871.*





SILKS *and the Mode Today*

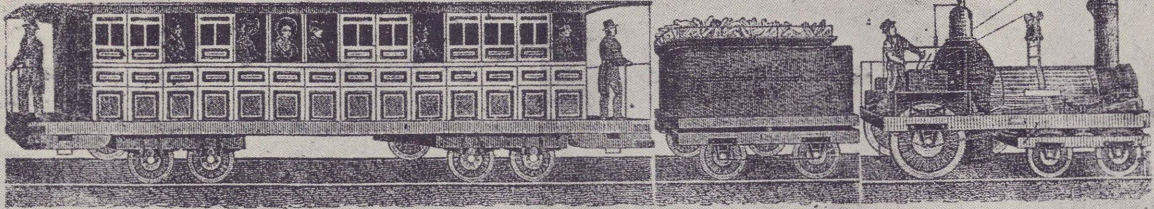
As Presented by Kaufmann's

THE great versatility of silks today—their exquisitely supple texture, the almost unlimited diversity of colors and color combinations, and the simplicity of the mode to which silks are adapted, can only be fully appreciated when one stops to compare them with the fabrics and the styles of long ago, “when we were very young.” What ponderous styles, what heavy, unyielding fabrics and what enormous labor went into the dresses of 1871! Then the mode demanded that a woman conceal her figure with puffs and draperies and over-draperies requiring from 18 to 20 yards for one dress. Heavy grosgrains or satins, stiff alpacas and mohairs were the fabrics. Compare with these, the charm of our simple styles today, so easily made, so easily worn, so individual in weave and color and design. Today it is the fabric that gives distinction to the dress. For this summer one chooses the plaid taffeta, the printed romaine, printed crepes and diaphanous chiffons or georgettes in the colorings of a garden. From 3 to 4 yards are all one needs for the graceful styles of this season.



PIONEER

EAST LINE,



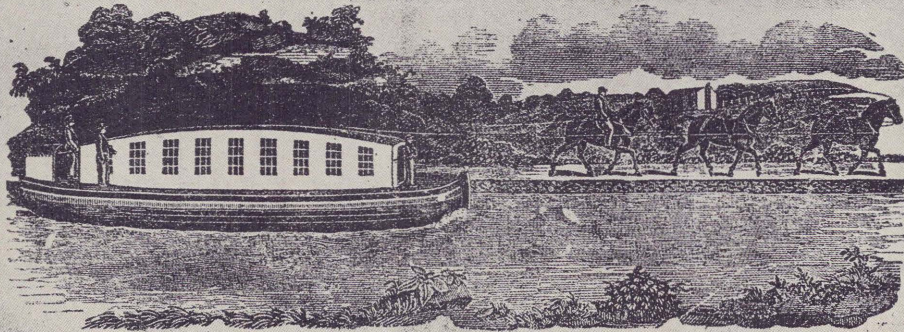
BY RAIL ROAD CARS AND CANAL PACKETS,

From Philadelphia to Pittsburgh,

THROUGH IN 3½ DAYS:

AND BY STEAM BOATS, CARRYING THE UNITED STATES MAIL,

From PITTSBURGH to LOUISVILLE.



Starts every morning, from the corner of Broad & Race St.

Is large and splendid eight wheel cars, via the Lancaster and Harrisburg Rail Roads, arriving at the latter place, at 4 o'clock, in the afternoon, where passengers will take the Packets, which have all been fitted up in a very superior manner, having been built expressly for the accommodation of Passengers, after the most approved models of Boats used on the Erie Canal, and are not surpassed by the Boats used upon any other Line.

The Boats are commanded by old and experienced Captains, several of whom have been connected with the Line for the two last seasons. For speed and comfort, this Line is not excelled by any other in the United States.

Passengers for Cincinnati, Louisville, Natchez, Nashville, St. Louis, &c.

Will always be certain of being taken on without delay, as this Line connects with the Boats at Pittsburgh, carrying the Mail.

OFFICE, N. E. CORNER OF FOURTH AND CHESNUT ST.

For seats apply as above; and at No. 200 Market Street; at the White Swan Hotel, Race Street; at the N. E. corner of Third and Willow Street; No. 31 South Third Street; and at the West Chester House, Broad Street.

Philadelphia, April, 1837.

A. B. CUMMINGS, Agent.

Young, Printer, Black Horse Alley, Philadelphia.

This Picture Was Made from An Old Handbill Which Now Hangs in The Historical Society of Western Pennsylvania

Old Pittsburgh and Her Young Theatres

By ELMER KENYON

THAT pioneer Pittsburgh should have welcomed great dramatic artists long before it was affluent enough to produce those millionaires who were to make America synonymous with fabulous wealth is just as natural as that children of every clime should break forth in play acting, pretending to be mother and baby, or department store clerk and customer. Drama has always existed, even with primitive peoples long before lip-stick, auction bridge, and motors began making life expensive. Yet, of late, as the public finds increasing diversion in music that assaults nerves with jazzy rhythms, pictures that move on the silver screen, cars that carry families to the country roads, and richly embellished mahogany boxes that draw forth sounds from every quarter of a radio-conscious world, there have been signs that the art of Thespis exerts less and less of its magic lure. And now Pittsburgh is about to be impressed with that most certain seal of modernity—the “Roxy” type of motion picture cathedral—and with two “cathedrals” at that. The actor, who with the brush of speech paints human passions, may become for a time a thing of memory. In view of this circumstance, a glimpse at his adventures in the pursuit of his art among our early settlers seems, therefore, specially appropriate in pages devoted to reminders of what “our fair city” (phrase of a former mayor) was like in its beginnings.

Though theatrical performances are said to have been given in Pittsburgh by garrisoned soldiers as early as 1790 and though, as a few Daughters of the American Revolution proudly maintain, plays of Shakespeare were staged in Fort Pitt, the first professional theatre was not built until 1833. The population was then only about 10,000, yet sufficiently spirited and true to the dictum that drama springs eternal in the human breast to yield a body of subscribers who made the Pittsburgh Theatre one of our first civic ventures. The need of a playhouse was probably brought home on such occasions as when that most amazing firebrand of American actors, Edwin Forrest, appeared on a rainy night in a juvenile part under a roof so hospitable to nature that the

audience sat with umbrellas up! What a heroic playgoer Pa Pitt must have been and what an ideal hall that would have been for the play *Rain*, lately seen here with drops from Heaven pumped through pipes from the cellar!

The lessee was one Francis Courtney Wemyss, an Englishman, whose book, *Twenty Six Years of the Life of an Actor and Manager*, contains many interesting pages about his career in American

Mr. Elmer Kenyon is president of The Pittsburgh Center of The Drama League of America. As a lecturer and writer on the subject of the theatre of today he is well known. In this little article he offers us some interesting findings on the subject of the theatre of olden times in Pittsburgh—jottings he has gleaned in his wide reading on the subject.

cities, including Pittsburgh. One of the famous foreign actors whom he engaged was Tyrone Power, an Irish comedian, whose company at times evidently succumbed to John Barleycorn, for on one night two of the actors were so “well lighted” that they had to be dragged bodily from the stage amid the howls of a protesting audience that included the most genteel ladies of the town. Tyrone Power, himself, however, must have been a man of refinement and culture as his book, *Impressions of America*, delightfully indicates.

Of Pittsburgh, as it appeared to the actor in 1834 Power wrote:

“The smoke which fills the atmosphere, day and night, fully exonerates the people from the charge of being wilfully regardless of neatness in the arrangement of their dwellings. I found the manager of the theatre, Mr. Wemyss, at his post, and all things in tolerable order. At night the house, calculated to contain about one thousand persons, was filled; though how the people made their way home again I do not know; even the short distance I had to explore on the line of the principal street, I found beset with perils; loose pavements, scaffold-poles, rubbish, and build-

ing materials of all kinds blocked up the sidewalk in several places, which had to be avoided by instinct, for light there was none, natural or artificial.”

Powers tells of taking a jaunt about our woods—who knows but what they may have been in Squirrel Hill? Coming upon a little colony of charcoal burners, who looked like Iroquois Indians or negroes, he called to one of them saying, “I’m sorry to trouble you, but the fact is I have lost my road and fear to lose my dinner.”

“In faith, sir,” said the suspected Iroquois, “if you’ll tell me whereabouts you lost the road, begorrah, I’ll find you the dinner and look for the road while you’re atein’ it; with the blessing o’ God, it will be the first road I’ve seen since I’ve been this side of Pittsburgh.”

The most popular American comedian of that early period was Sol Smith in whose book, *Theatrical Management in the West and South for Thirty Years*, appears an account of how after one of his disastrous seasons in Cincinnati, he journeyed by slow stages to Pittsburgh where he felt particularly pleased with the quality of his performances but chagrined with the scantiness of his houses and the increasing army of his creditors. On his “benefit night,” a custom of the time, the theatre was invaded by so many collectors, who, having passes, were determined to get amusement if not money, that Sol had to escape the constables by means of a trap door leading to a cellar. When the house was empty, Sol appeared in his stage costume and hid until the stage coach was ready to leave for Philadelphia.

P. T. Barnum, however, found Pittsburgh a great show town, for at his auction of tickets for Jenny Lind, the first sold for fifty dollars, and over a thousand brought an average of seven dollars apiece; so that George White’s recent announcement of six dollars as his top for the next *Scandals* still has a measure to go before the standard of Pittsburgh in 1851 is reached.

Not a season came and went in early Pittsburgh without its repeated performances of the plays of the greatest dramatist of all time. The season closing in 1927 did not bring Pittsburgh a single Shakespeare performance. Our present preference seems to be *Abie’s Irish Rose!*

FAMOUS HISTORICAL WINDOWS UNVEILED



LANDING OF THE PILGRIMS

From painting by Peter Rothermel

*We can present in this
ten windows which e
on Smithfield Street.
leaux will be found on*



WASHINGTON CROSSING THE DELAWARE

*From painting by Emanuel Leutze, now in
the Kunsthalle, Bremen*

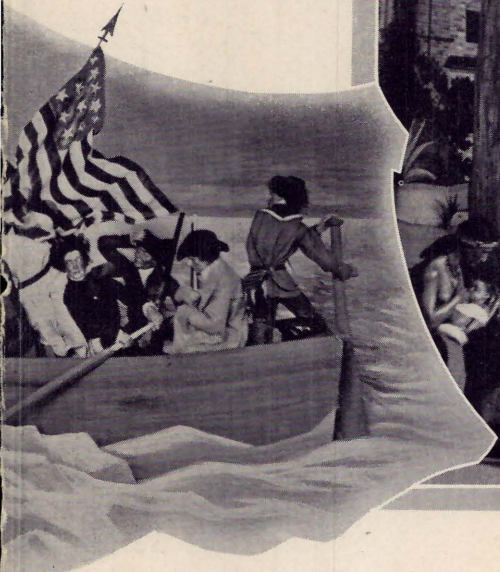


PERRY ON LAKE ERIE

*From William Henry Powell's painting now hanging
in the Capitol at Washington, D. C.*

D FOR KAUFMANN'S 56TH ANNIVERSARY

space only five of the
ended one whole block
The story of these tab-
page 31.



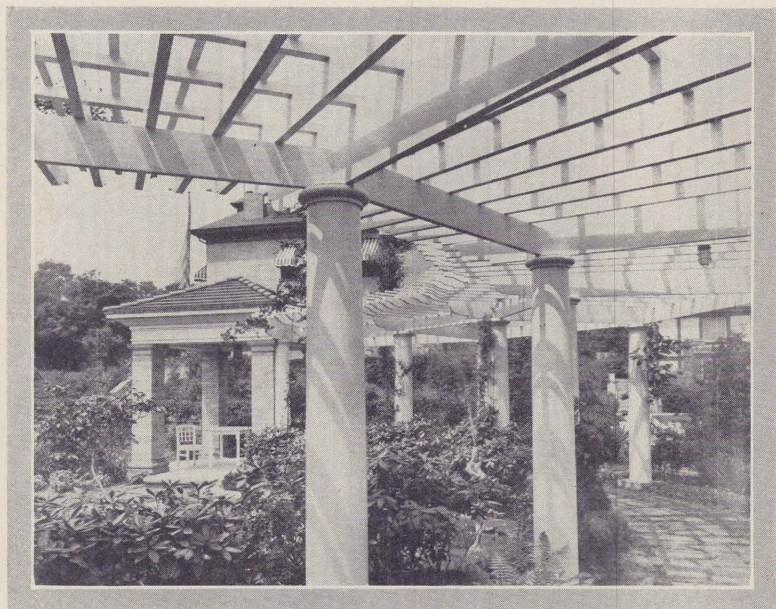
WILLIAM PENN'S TREATY WITH THE INDIANS

*From famous painting now hanging in
Independence Hall, Philadelphia*



MOLLY PITCHER AT MONMOUTH

*One of five bronze panels on Battle Monument at
Monmouth, N. J.*



PITTSBURGH HOMES



*Upper left—In the home of Mr. Irvin
Lehman, Pasadena Drive, Aspinwall.*

*Upper right—A very joyous garden is
that of Mr. David McCabill, Bartlett
Street, Squirrel Hill.*

*Left—The Residence of Mr. Joseph
C. Roush, on Washington Road.*

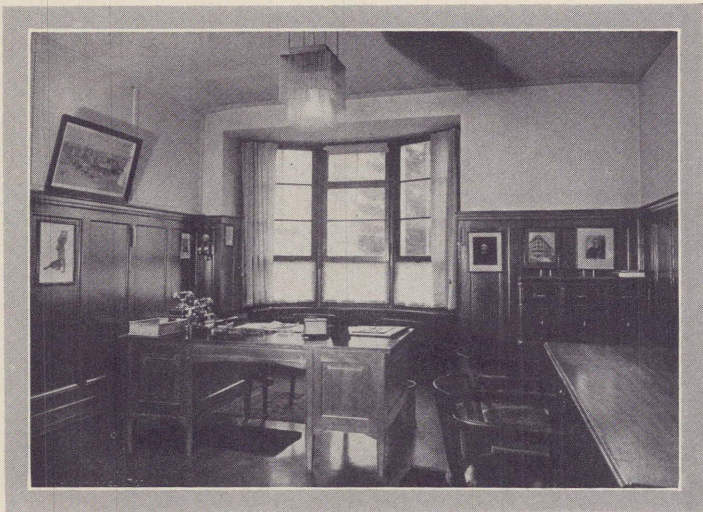
Photographs by Henius



Top—The terrace and a glimpse of the garden of Mrs. Henry Rea, Watson Road, Sewickley.

Right—Approach to the garden of Mr. Thomas McGinley, Sewickley Heights.



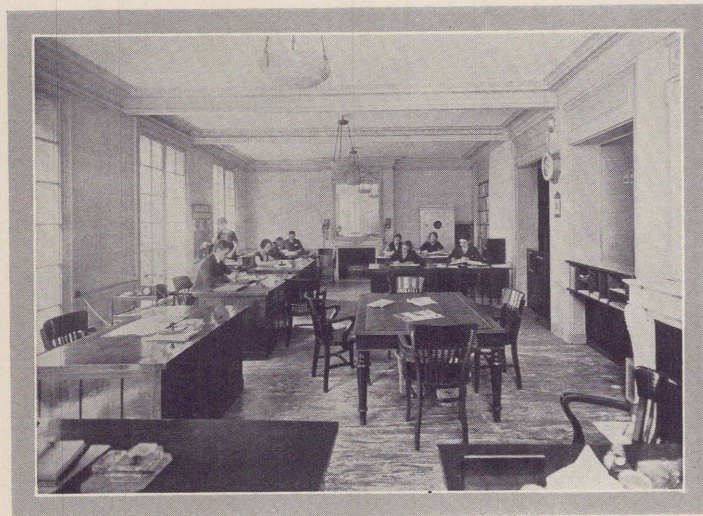


St. Gall Office

Some of KAUFMANN'S Foreign Offices



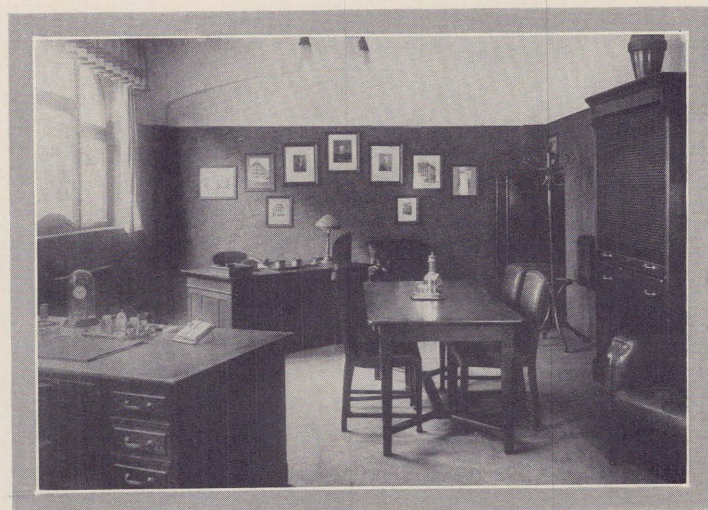
Berlin Office



Paris Office



Lyon Office



Florence Office

*London Office**Vienna Office*

In the Foreign Markets with the Buyers

OF KAUFMANN DEPARTMENT STORES, INC.

Not all of Kaufmann's foreign offices are shown in the accompanying pictures. Besides these Kaufmann's maintain offices in Kobe, Yokahama, Constantinople, Chemnitz, Frankfurt and Brussels. Through the staff of buyers who know at once the old world markets and the taste of their local clientele, the world's best offerings are gathered from the far corners of the earth as well as from the best American sources, and are assembled for selection at Kaufmann's. Just which village of Germany excels in doll making; just where in Italy are to be found the choicest objects of art; just which modiste in Paris creates the smartest modes; what Alpine village in Switzerland knows the art of embroidery and handkerchief making; where in London are the choicest of books for Pittsburgh bibliophiles—all these things and a thousand others are known to Kaufmann's buyers who are scouring the foreign markets every month of the year. In our foreign offices Kaufmann's representatives, natives of the place, keep us

constantly apprised of the changing mode, of new and desirable and choice things. At these offices our Pittsburgh buyers report upon arriving in the foreign country and from these Kaufmann offices, they proceed in their quest of choice merchandise.

As John Wanamaker long ago said, "Those who know merchandise and know who are its best makers must go far distances and have courage and cash to get it and bring it home." There is romance in every article that comes to the store from foreign shores—the romance of its making, of its display in some far-away land, and finally of its discovery by a Kaufmann buyer. And there is the thrill of attending the Paris openings, and being present at social events where well-known figures of the fashionable world display the mode with unquestioned authority. Only by their presence in person at such places and events can Kaufmann buyers of style merchandise secure for Pittsburgh women authentic styles and the full range of the mode.

As we go to press the following Kaufmann buyers are now abroad, engaged in this quest of the newest and best in foreign markets: Miss Riley, of the Lingerie Department; Miss Kuhlman and Miss Weber, of Infants' Department; Mr. Albright, of Jewelry and Silverware Departments; Mr. McGhee, of Books and Stationery Departments; Mrs. Hale, of Art Needlework; Mr. Harris, of Men's and Boys' Clothing Departments. Sailing the last of June: Mr. and Mrs. Heyman of the Ready to Wear Departments and Mrs. Salomon, of the Millinery Department. Recently returned from foreign buying trips are the following: Miss Griffin, of Glove Department; Mr. Horne, of Toy Department; Mr. Flynn, of House-furnishings; Mr. Cohen, of the Shoe Department and Mr. J. H. Harris, of the China, Glassware and Lamp Departments. Those now abroad will find within the next two weeks, copies of this issue of THE STORAGRAM in Kaufmann's foreign offices — and herewith greetings from their fellow workers at home!

THE STORY OF KAUFMANN'S

By ANN ADAMS

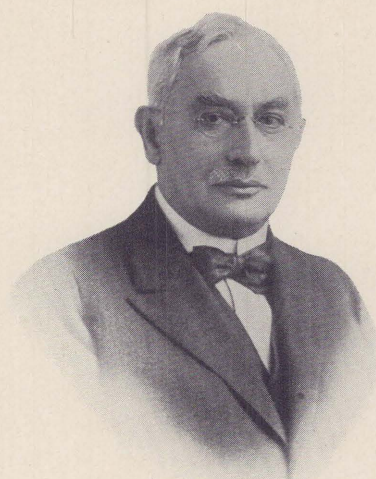
ONCE upon a time—for in such manner begin all tales of wonder and romance—there came to Pittsburgh from Germany four brothers, Jacob, Henry, Morris and Isaac. Not ordinary immigrants, these lads, for in the heart of each there burned a high resolve to establish not only a home of happiness and contentment for their families, but to build up a business to bequeath to posterity—a business that should come down through the ages, a credit to the founders, and the pride of the city where it flourishes. This month as we celebrate the 56th Anniversary of the founding of this business, we are conscious of the fact that it is in very truth an ever-growing monument to the four young men who built so soundly—a monument that shall continue to grow until it shall be America's greatest mercantile institution.

Can it be possible that only a generation ago—just twenty years before the still-remembered and much cartooned "gay nineties"—what is now known as Kaufmann's, Fifth Avenue & Smithfield, was but a tiny one-room shop across the river? Can it be possible that the four young men who, in 1871, bravely launched their business at 1918 Carson St. had but \$1500.00 among them? America, the land of achievement, has few stories more typical of its opportunities, few histories of achievement that surpass the story of Kaufmann's.

The little 18 x 28-foot room at 1918 Carson St. was soon outgrown. In less than a year it was necessary to move the business up to 1932 Carson St., thereby adding 2 cubits to the width and 15 cubits to the length thereof! Three years sped by, and the ever-growing city of Pittsburgh brought still more trade to the little store. In 1875 the business again called for larger quarters; and this time it was not just a matter of moving up street, but from the South Side to the North Side. The new store opened on Federal Street.

Another four years scurried off into history—years in which Pittsburgh was building for herself her abiding reputa-

tion as "the anvil of industry," "the workshop of the world." Keenly appreciative of the city's growing importance, the founders of Kaufmann's kept pace with the city, building as Pittsburgh built, soundly, sturdily, consistently. In 1879 Kaufmann's moved to the cor-



Isaac Kaufmann, Founder

ner of Fifth Avenue and Smithfield Street—the heart of the down town shopping center then, even as it is today.

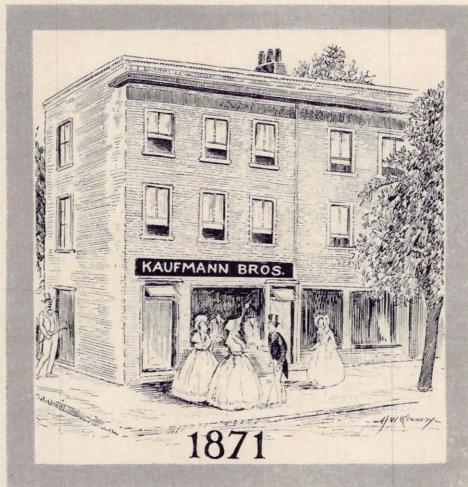
And what of the stocks carried by the store of those days? Could milady alight from her motor and spend an entire day amid imported hats and gowns—or could she purchase charming frocks for her small daughter, linens for her table, furniture for every room in the house, or objects of art for the choicest of gift occasions? Could the home maker come to Kaufmann's in 1879 and see in the store a veritable house charming with all its rooms furnished and arranged to show the furniture exactly as it would look in her own home? No—not in the days of '79! Kaufmann's in those days carried only men's and boys' clothing and furnishings. A stock so small, so limited by comparison with today's wealth of merchandise that it is hard to realize that out of this small beginning has grown the Kaufmann's of today!

And the sales people of those days—what of them? Were they the specially

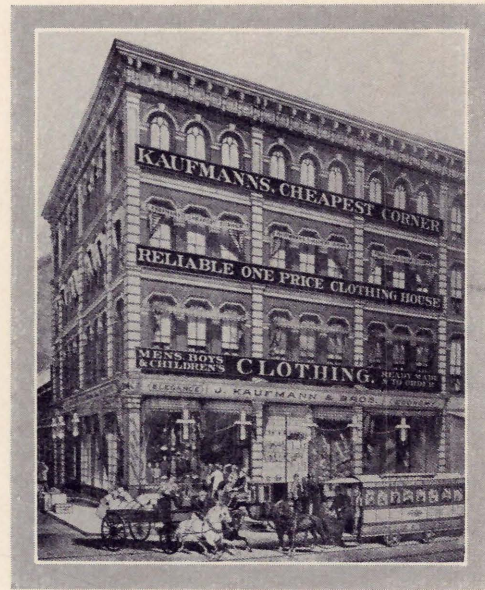
trained, intelligent retail group that we recognize as a factor in business today? Could they explain to customers the difference in fabrics? Were they skilled in the selection of color, line and design? Not they! In the good old days of '79 the "clerk" was jack-of-all-trades in store keeping, following up sales with wrapping, delivering, and, in spare time, lending a willing though unskilled hand at card writing, window trimming, advertising and office work!

In 1892 the block from Diamond Street to Fifth Avenue was occupied by what was then known as "Kaufmann's Grand Depot." It was not until 1913 that the store grew to its present size, as to number of floors and floor space. Since that time changes have been made only in the interior. But what significant changes they have been! One has to be very young in Kaufmann's service, indeed, not to remember some of the most notable changes. Who can look back on the old 8th Floor Employees' Cafeteria and not feel a surge of joy at the brightness and cheeriness of our present Fellow Workers' Dining Room? Who is there who hasn't known the peace and quiet of our present hospital, in comparison with its old location where cramped quarters, banging doors and rattle of dishes made rest impossible? Who can pass our Employment Office today, with its air of efficiency, and not recall the old second floor balcony office of less than seven years ago? And who can walk through the store from floor to floor and see the care and thought and exquisite taste put into fixtures and displays, as well as in the selection of merchandise, and not feel a pride of possession in being a sharer in all these changes? Who can think again of our International Exposition of Arts and Industries and not thrill at the thought of the vision of the men who founded this institution? Who can review, even as tersely as we have done it here, the history of this organization and not feel the thrill of pride and loyalty that it inspires, and confidence in the minds and hearts that are guiding it to even greater things yet to be achieved?

MILESTONES IN KAUFMANN'S HISTORY



*The first store, 1871, located at 1918 Carson Street
floor space 18 x 27 feet*



*Kaufmann's at Smithfield and Diamond Streets, 1879,
with a frontage of 50 feet*



*The present store
built in 1913*



IRENE KAUFMANN SETTLEMENT

ALTHOUGH the Settlement had its origin some ten years earlier, it was in 1910 that the present building was erected, the gift of Mr. and Mrs. Henry Kaufmann, dedicated to the memory of the daughter whose name it bears. From that time to the present the growth of the Irene Kaufmann Settlement has been so great, its activities have reached out into so many channels in the effort to meet the needs and interests of the great community which it serves, that the story of "I.K.S." as it is fondly called on the Hill would fill many volumes.

Situated as it is, in a crowded community where many nations are represented, the Irene Kaufmann Settlement, is non sectarian and dedicated to the great work of developing better

citizens and home makers, of helping boys and girls to the realization of their finest ambitions, of furnishing the right kind of recreation and a social center that shall attract and benefit adults and children.

In 1926 the Irene Kaufmann Settlement conducted 1454 classes, of various kinds, with an aggregate enrollment of 25,866 persons—adults and children. More than 1,000 girls registered as members of I.K.S. and participated in its various activities in 1926.

Over 1,100 boys and young men made I.K.S. "their club" during 1926, participating in the many social, athletic and class-room activities conducted for them. An open-air school is also conducted at the Settlement.

The Art School is a development

of Irene Kaufmann Settlement which has recently earned considerable praise throughout the community. Here young people from early grade to high school age are given individual and group instruction in painting and sculpture and more than one young person of real ability has been discovered and assisted. The Music School is also doing notable work.

Additional gifts from Mr. Henry Kaufmann, in 1920 and again in 1927 have made possible the purchase of adjoining properties, so that now the Irene Kaufmann Settlement is expanding to meet the ever-increasing demands of its neighborhood. No adequate idea can be given in this brief sketch of the broad scope of the work which the Irene Kaufmann Settlement does.



EMMA FARM ASSOCIATION

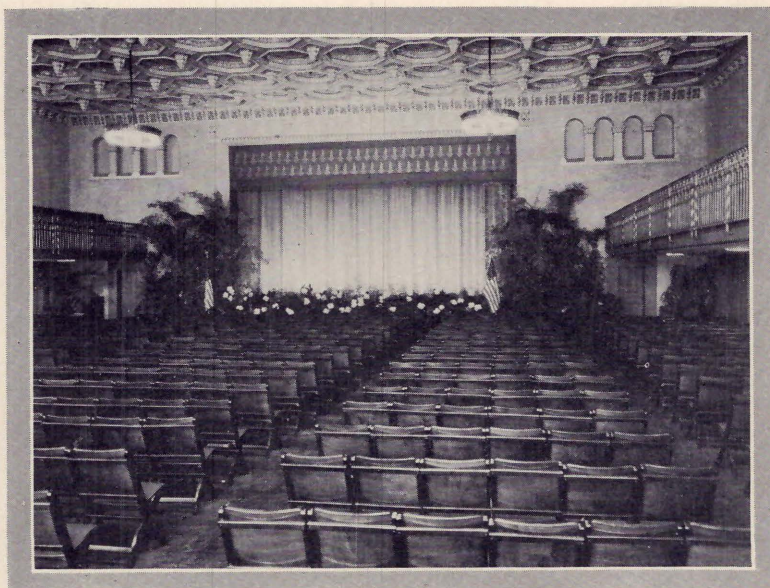
OUT IN the rolling hills north of the city, at Harmony, Pa., there is a summer camp for boys and girls, for mothers and babies which, last summer, furnished a two-weeks health outing to 1004 persons. The Emma Farm Association dates back to 1908, when it was established through the gifts of Mr. Isaac and Mr. Morris Kaufmann, and named in memory of Mr. Isaac Kaufmann's wife, Emma. At that time it was a farm school as well as a summer camp for boys.

In 1919 gifts from members of the Kaufmann families made possible the purchase of the present site at Harmony, and the expansion and improvement of the work. The buildings, grounds, equipment and staff of the Emma Farms now make it a model of its kind, widely known throughout the country for the success of its health work and the splendid influence it exerts among its young people.

The Emma Farm Association is non-sectarian. It aims to furnish a health

outing of two weeks to those applicants who are most in need of it. Lists of such cases are furnished by such agencies as the Girls' Welfare Committee, Public Health Nursing Association, Mothers' Assistance Fund, Juvenile Court, Montefiore Hospital Dispensary, Council of Jewish Women, by fifteen of the Pittsburgh Public Schools.

Mr. Edgar J. Kaufmann is president of the Emma Farm Association, and also of the Irene Kaufmann Settlement.



*Morris Kaufmann
Memorial Hall
in the
Y. M. & W. H. A.
the gift of
Betty W. Kaufmann
and
Edgar J. Kaufmann*

AMONG OURSELVES

FORBES STREET SERVICE STATION

Mr. C. J. Hanlan, Superintendent

The fleet of 100 Kaufmann trucks calls this its home port. To see this fleet depart, laden with merchandise directed to every highway and byway of the city and surrounding territory, is to get some idea of the amount of business handled by this service station. Besides the drivers, to whose hands is entrusted the responsibility of putting the final and critical touch to every sale, there's a big army of fellow workers engaged in the repair of our trucks, for we do all our own auto repair work in the garage of the Forbes St. Station. Then there are all the checkers, sorters and clerical workers. Mr. Lotz, supervisor of warehouse stocks has been with Kaufmann's for 25 years. He's the man to give you a long and interesting chronicle of Kaufmann's through all those years of the store's development. There's another 20-year man at Forbes St., Mr. Bradford who has charge of one of the elevators. And there's Mr. Miller who used to have charge of the stables in the days when Kaufmann's delivery wagons were horse-drawn. In all, 250 of our fellow workers are working in the Forbes St. Service Station, busy at those non-selling jobs without which our sales would never be complete.

* * *

Robinson recently rearranged the stock room. Among the changes was the transfer of the First Aid Cabinet, with its bevel mirror door, to a place on the wall immediately back of Bob's chair. Say, "aren't women vain?"

* * *

Mr. Bucher has been around several times lately showing us how to clean house. Many of us have had to part with some of our heirlooms. Each successive trip necessitates more sacrifices and the end is not in sight. On his last trip he met our venerable porter, Bleicky, with his red handkerchief half way out of his pocket. Bleicky was advised to stick it in so it would look better and he wouldn't lose it.



The fellow workers of the "Garage" extend to their employers, Kaufmann's, enthusiastic congratulations upon their fifty-sixth Anniversary.

* * *

McIntyres have a new star boarder—Calvin Coolidge McIntyre, is his name. This may be intended for patriotism, but it looks to us like playing politics.

* * *

Mike Meiss is nursing a couple of life size boils on his arm. Tierhoff says it is the heat and proceeds to blow up the fire a little higher.

* * *

Robinson plans vacationing in the Yellowstone. He'd better wait until Lindbergh gets back with his ground induction compass or it's hard to tell where he will land as last year he started for Boston and pulled up at Chicago.

* * *

Andy Lenox contemplates building a back kitchen to the front of his house. He says the present arrangement is not adapted to good radio reception.

* * *

We were pleased to note in last month's STORAGRAM the name of our shop

mate, Sam Spokane of the China Department, among the graduates of the Executive Training class. Sam is resourceful, we can vouch for that. For instance when the writer lately bought a set of dishes and complained to Sam that two of the plates were warped, Sam suggested that possibly our table was crooked. He suggested we put a piece of cardboard under the high side of the plate.

* * *

Tierhoff, Robinson and Conway had lunch together the other day, celebrating their seventh anniversary with Kaufmann's. It was served a la Tierhoff (meaning Dutch treat.) In a short after-dinner speech, Chris traced the progress of the big store from its beginning until about seven years ago. According to Chris's report the growth during those years was conservative. But beginning just seven years ago, it has gone forward by leaps and bounds.

* * *

Louis Serafini spent a Sunday afternoon lately at "Cole's Puddle," watching the fish swim. It remains to be seen whether he learned anything.

Hadley is building up a wonderful physique with systematic exercise—or maybe it's due to the fact that he hasn't much to do.

* * *

As this copy leaves the garage, two brand new straight line four Henry's are being brought in. Another addition to our fleet and another responsibility for Maxwell.

* * *

DRIVERS' HONOR ROLL

For 306 working days of the year, these men can be found behind the wheel of Kaufmann's trucks. Driving in and out of traffic, negotiating traffic jams, they "deliver the goods"—and have done it without accident for the first five months of 1927.

Joseph Aul	George Balker
Robert Burrell	Leonard Carothers
Joseph Conley	James Downey
John Flaherty	James Griggs
Samuel Grounds	Leo Heisel
Harry Hoffman	Edward Kelley
R. Malsch	Joseph McCarthy
Albert Maurer	John Schmidt
George Schmude	Robert Snape
Clifford Tyler	Lawrence Uphiel
John White	Ralph McDonald
Clarence Meyers	George Shomo
R. McHugh	

MAIN FLOOR

Mr. Clyde Woods, of the Men's Hat Department, was married recently. His fellow workers presented him with a handsome chime clock. Congratulations and all good wishes for years of happiness, Clyde!

* * *

Smart girls all right—Miss Hutchinson and Miss Dolan, of the Men's Furnishing Department. Just let them look at your collar and they'll tell you the style and size right off!

* * *

Miss Rodgers and Miss Jordan, of Men's Furnishings, plan to take Bear Run by storm this season!

* * *

In the pool tournament held recently by the Men's Furnishing Department, Ted Rowan won first prize, Bill Bradford second; Harry Olson tied with Montgomery for third. Mr. James Rowley and Mr. Paul Reck who acted as judges, have arranged a billiard tournament featuring the four winners. These tournaments are held at the Davis Pool Rooms Monday and Thursday nights, until the final prize is awarded.

Mary Metro, of the Men's Furnishing Department, has been in the Allegheny General Hospital for some time. We all wish her a speedy recovery.

* * *

Mr. Filson is back with us again after a good vacation in California. We know how much he enjoyed it and we wish we could have enjoyed it with him. We welcome Miss Pearl Crantz, Mr. Filson's new secretary and wish her happiness in her new work.

* * *

Mr. Solomon is back on two feet again, having thrown his cane away—let's hope for good.

* * *

Mr. Brown, of the Soda Fountain, wishes to announce that he's prepared to serve all of Dr. McCoy's patients—and any others in addition who are interested in the orange-juice-reducing diet. Tasty California oranges, fresh and wholesome, are used for this orange juice.

* * *

Ever notice the wonderful smiles and cheerful dispositions of the Smith Sisters, Mary and Margaret? Soda Fountain customers often remark about them.

* * *

We all extend our sympathy to Doris Miller in her recent bereavement.

* * *

Mr. Harry Thomas, one of our registered pharmacists, went to Philadelphia with the Knight Templars recently.

* * *

There are several real Bear Run Boosters in the Toilet Goods Department. To hear them talk about Bear Run, you'd think it was the only place in the U. S. A. for a good vacation.

FOUND

See the time keeper if any of these articles belong to you—

Woman's white uniform.
Silver Vanity Purse.
Prayer Book.
White crepe scarf.
Envelope containing wedding announcement of Miss McCrickart to Mr. Lippincott in 1896. Several small photographs also in envelope.

SECOND FLOOR

Our Beau Brummel, Mr. Murphy of the Prep Shop, keeps up his reputation by adding another Kuppenheimer to his wardrobe.

* * *

Mr. Walter Michaelski, the popular fitter in the Men's Clothing Department, is soon to become a Benedict. Next month, so we are told.

* * *

The Second Floor were especially proud of their good showing in the "Firefly." On Second Floor Night the girls in the Firefly received from their department vanity cases; the boys in the play received cigar lighters.

* * *

Mr. Herman Simon, who recently took over the Full Dress Department is to be complimented on his work. He certainly keeps his merchandise looking its best.

* * *

We're all glad to welcome back the old veteran, Hugh Palmer, who was away on account of illness for four weeks.

BOY'S CLOTHING DEPARTMENT

The Boy Scout Department feels proud of the good work they did in outfitting Troop 30, Mt. Lebanon. When Troop 30 prepared to enter a competitive event, they came to our Boy Scout Department and were completely outfitted and equipped. We understand that their appearance, and equipment were considered, along with their training, when they were awarded first prize at this event. They will next compete in a district event at Gettysburg, and if they win that one, they will be eligible to enter a national contest. Here's hoping Troop 30 will win final honors. They're a fine looking lot of lads as you can see by the picture we submit with this report.



NORTH SIDE SERVICE STATION

Mr. E. M. Cummins, Superintendent

Maybe they are "across the pond," as they put it themselves, but the 257 fellow workers who ring in at the North Side Service Station are regular members of the store family, and they don't often miss a chance to register that fact. What they did to the Store Team in Bowling is a matter of history now. That little Ford coupe that shuttles back and forth from the Store to North Side and Forbes St. Service Stations eleven times each day, keeps all three units closely knit. North Side Service Station, a mammoth seven story building is more than a warehouse. Under its roof are many skilled craftsmen and artisans. Here you will find a carpenter shop, a tailor shop, a print shop, carpet and awning work shops, piano, victrola and radio repair shops, cabinet makers and skilled artisans in upholstery and furniture. Besides these, there is that important army of clerical workers who keep records, and that other group of drivers who make regular deliveries to all parts of the Pittsburgh District from The North Side Service Station.

NEWS AND VIEWS FROM "ACROSS THE POND"

R. M. Smith, Reporter

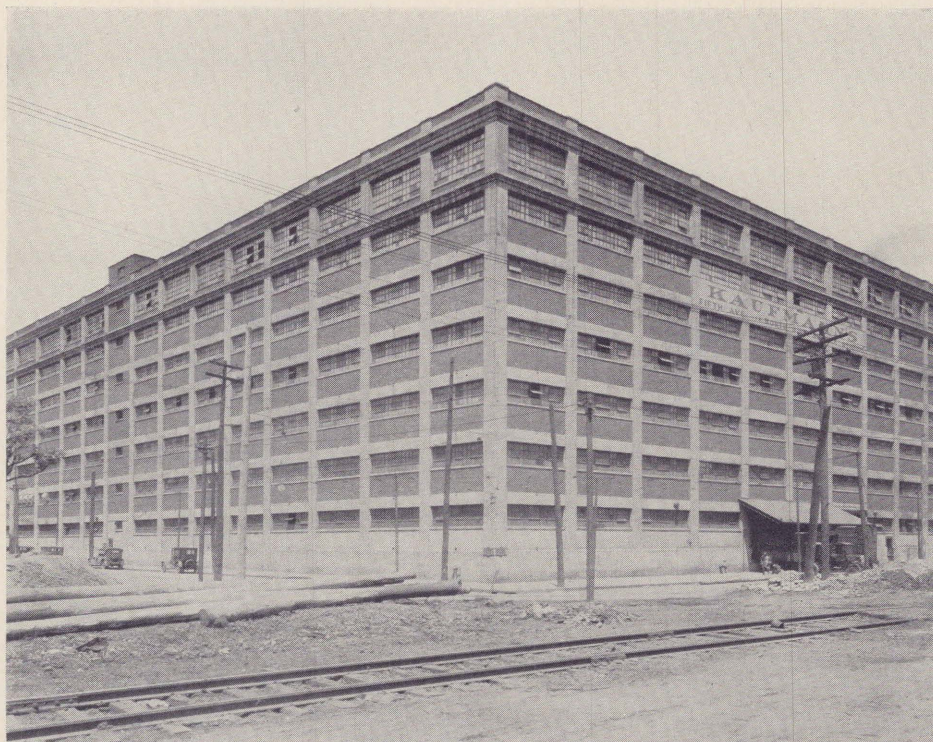
Now that Lindbergh has made it across the ocean in a plane, Ed. Brush and Dan Neilan are going to try to cross the Allegheny on a whiffle tree.

Gus Urschler is all set for Bear Run. So's Grady of the Delivery Department. You know Gus does the repair work at camp and Grady drives the flivver up there.

Give you three guesses. Why did Sam Goldstein at the Kaufmann Players' Banquet have a card at his place reading "The Other Duncan Sister?"

It is said that Charlie, on the elevator is so accommodating as to carry six different brands of tobacco at all times.

What's become of your boy friend, Miss Thompson? The one that swings a mace and wears a blue suit trimmed with brass buttons?



What Do You Know About Your N. S. Service Station?

Have you ever visited N.S.S.S.? Did you ever think how it would help your work if you knew more about this warehouse and service station—if you knew more about what happened to an article after you sold it until it reached the customer?

Do you know that an accurate stock record is maintained at the warehouse of every piece of furniture. Do you know that we have a control record of every order that is received at the warehouse?

Do you know that we house at the N.S.S.S. stoves, refrigerators, furniture, fixtures, radios, victrolas, sewing machines, pianos, rugs, linoleum, swings? All big, bulky merchandise, and most of it has much skilled work in service attached to it.

Anybody know why they call our mail boy Lindbergh? There's a reason.

Mr. Engel has been away ill for four weeks. We will all be glad to see him back again and wish him a speedy recovery.

Bill Bowers will have to get up early in the morning to get ahead of Bill Junior. Here's one story to prove it. Big Bill had Little Bill over in town

the other day to get him some new trousers. "Get me those, daddy!" said Little Bill, pointing to a pair in the window. "Why do you want those?" asked Big Bill. "Cause it says on the sign they can't be beat," said Little Bill.

WRAPPERS' RECORD

For Week Ending June 4

First Floor, Helen Meenihan	1717
Second Floor, Wilma Hediger	1184
Third Floor, Cecelia Demmel	1552
Fourth Floor, Viola Dodson	504
Fifth Floor, Katherine Zalac	971
Sixth Floor, Antoinette Rogenas	2568
Seventh Floor, Irene Mansman	472
Ninth Floor, Florence Cornelius	996
Tenth Floor, Mary Diskin	1261
Basement, Leona Weber	1999
Central, Beatrice Shirpshire	834

PACKERS' RECORD

For Week Ending June 4

First Floor, Catherine Young	671
Fifth Floor, Sara Piazza	819
Fifth Floor, Molly Weber	813
Seventh Floor, James Finnegan	1253
Seventh Floor, Edith Yenke	503
Seventh Floor, Mary Zaitz	577
Ninth Floor, Frank Bisiada	1001
Twelfth Floor, Russell Hunter	619
N. S., Harry Franz	761
Forbes St., Regina Michael	1503
Forbes St., Ben Simon	494
Forbes St., Thomas Harper	202

HONORS FOR KAUFMANN REPRESENTATIVES

Mr. Joseph M. Meyers represented the firm at the recent convention of Store Managers and Controllers, held in Chicago. He was re-elected one of the members of the Board of Directors of the Store Managers Division of the National Retail Dry Goods Association.

Miss Marie Maloney, Employment Manager, and Miss Jewel Foley, Manager of the Book Keeping Department, attended the State Convention of the Business and Professional Women's Club, held in Erie, May 13th and 14th. It is a notable fact that of the fifty-six members of the Executive Committee of the club, from many cities in the state—doctors, lawyers, teachers and business executives—Kaufmann's was the only department store represented.

A LAST TRIBUTE

With deepest regret we announce the death of our old friend and former fellow worker, Emil Smith. For nearly twenty-seven years he had been a faithful and loyal member of Kaufmann's store family. His long service in the store entitled him to membership in the Stand-by Club of which fellowship he was justly proud. Although Mr. Smith was retired two years ago, he came to the store almost daily, for a visit, for he had a genuine fondness for Kaufmann's, and his many friends here in the store were always glad to see him. Especially in the Men's Clothing Department, he will be sadly missed.

A WELL-EARNED DEGREE

Mr. Odenheimer, manager of the Alteration Department, received an invitation to a college commencement that made him so happy that he wishes to share the news with other Kaufmann fellow workers. Here is the story: in 1921 Bryn Mawr offered a summer course for women from various industries, only those engaged in manual trades being eligible. Mr. Odenheimer seized the opportunity to procure a scholarship for one of his staff, feeling that the young woman he had in mind would represent the store creditably.

Miss Stella Hartman was the young woman. She had been a worker in the Alteration Department for two years,

when the Bryn Mawr offer came. The summer at Bryn Mawr was rich in opportunity for Miss Hartman. She determined to have a full and complete college education. That was just six years ago. Last week Miss Hartman graduated from Carnegie Institute of Technology. Sincere and hearty congratulations go to Miss Hartman from all her former fellow workers at Kaufmann's—but none so hearty and rich in good wishes as those which Mr. Odenheimer sends.

ENTRE NOUS

by Mme. Chevre Johnson

La mois dernier a eu ses surprises. Je me preparais a enseigner le Francais a des commencants et je me suis trouvee plusieurs fois adreesee tres correctement et fort gracieusement dans la langue de Racine.

Monsieur Clarkson fit une entree majesteuse et triomphale dans notre jolie salle d'etude avec un "comment allez vous Madame aujourd'hui" tout sonore et d'autant plus amusant qu'il etait epice d'un accent canadien des plus viriles.

Monsieur Goldspinner etudie le Francais avec une recherche meticuleuse et Mademoiselle Giltenboth qui est tres savante y ajoute un laisser-aller tout charmant qui desempare le professeur le plus severe.

Monsieur Salomon trouve le Francais tres perplexe, le masculine et le feminine l'embrouillent. A quoi bon se donner tant de mal alors qu'il serait si simple de mettre le tout au neutre?

C'est aussi mon avis mais helas? Je n'y puis rien et j'accepte la langue de mes peres et ses inconsistances sans la juger ni la discuter comme j'accepte le peche originel.

Quant au commencants, ils sont plein d'entrain et de patience. L'energie de Madame Hale est une merveille, c'est elle qui conduit la classe, l'article defini n'a plus de mysteres pour elle et comme elle est douee d'une nature genereuse elle partage le fruit de ses efforts avec ses compagnes.

Et je ne doute pas qu'avec l'enthousiasme de ceux-ci et la perseverance des autres nous arriverons avec succes a notre but.

En attendant nous agrementerons notre chemin par un dejeuner francais hebdomadaire et si j'ose le dire sans effrayer les timides nous essayerons en Automne une comedie de Moliere.

FIFTH FLOOR

When it comes to Anniversary merchandise, Anniversary pep, Anniversary prices, there's no place that can "high hat" the Millinery Department! Beginning with Mrs. Salomon, down to the newest member of the department, there's the right kind of interest and enthusiasm. There should be. We've got the merchandise to justify it—and then, there's that fifty dollar prize, plus an extra twenty-five from Mrs. Salomon to any millinery winner. We're all pledged to our best endeavor!

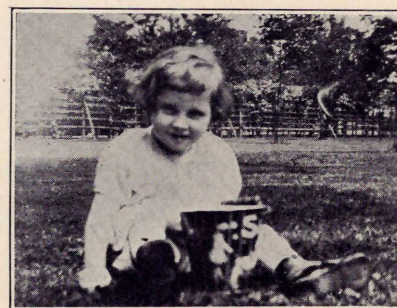
Miss Margaret McDonough of the Millinery Work Room is to be one of the workers at Bear Run this summer. She is well known to old Bear Run enthusiasts. Her quiet ways and her good smile are great assets in the work she is to do.

Miss Downs, we observe, is wearing a diamond on the all-important finger—and roses every Monday.

The Millinery Department extends its sympathy to Miss Minnie Meyers of the work room, on the recent death of her mother.

When tired feet make you miserable all over, as only tired, achey feet can, then you'd better drop in to consult Dr. Boyle. He's a quiet fellow and he doesn't shout about his wonders from the house top. But he is a wonder worker! You go into his spic and span little office with a thousand miseries in your feet—and you come out walking on air! Yes, we recommend our Chiropodist, Dr. Boyle.

Warning to pedestrians! Give a wide berth to a Hup on the road with Katherine Ziegler at the wheel!



Mary Irene McGrew, daughter of Officer McGrew, of N. S. S. S.

The Art Needlework Department just wishes to remind those interested that besides being the Month of Roses and Kaufmann's Anniversary, it is also the month of Moonlight and Roses and Love. The point is—there are hundreds of lovely and appropriate new things in the Art Needlework Department for showers and hope chests.

Speaking of moonlight and roses—for the old front porch there are some big, bouncing, new pillows. A few of these, aided and abetted by June, moonlight and romance, should reap a rich reward. See these pillows in the Art Needlework Department.

Betty Gates gives us a fairly accurate picture of the gentlemen now most in her thoughts, by the popular songs she chooses. "Isn't he cute, isn't he sweet" is going strong just now.

Mr. Alfonso Price is soon to leave us for California. He will take a position in the I. Miller store in Los Angeles, where he is going for the benefit of his children's health. Our best wishes go with him.

Miss Helen Frank and Tremper want to thank the department for the flowers they received from their co-workers at the "Firefly."

To hear Mr. Schapiro talking so much about business with *cases*, you might guess wrong about the nature of his business. It's show cases, we assure you. He's the new case trimmer in ladies' shoes.

The June bride of the women's shoes department was Miss Sykes. She received a lovely flower dish and a number of other gifts.

NINTH FLOOR

The Drapery Department has planned for a Week End at Bear Run to be held over the "Fourth." Marcella Seubert and her assistant have been rounding up all the pledges and it is possible that the department will be among those present. So far the following have promised to entrain for the camp; Helen Hausman,

Katherine Miller and 'Suzie' Hirz (known as the "Gold Dust Twins,") Hildegard Callahan, Isadore Goodman, Sid Dickler, Mary Donaldson, and we hope that Mr. Mandell will go this trip.

Mr. Daugherty of the Rug Department tells the reporter that he will vacation somewhere in the Dominion of Canada for a few weeks. And "dad" won't be lonesome.

The Drapery Department is proud to be the possessor of two brand new models of bay windows each different in construction, which will be used to exhibit the different styles of drapes.

The linoleum department still seems to be laying flat over their way and by the congested accumulation of customers they too are being laid flat.

Mrs. White and Miss Rivet are two new additions to the Window Shade department.

Some one in the drapery department seemed to be all in after the Bear Run Rally and Dance. The party claims that His Pal's car, the noted "MAYFLOWER," met with an accident somewhere in the realms of Bellevue. It was a case of get out and get under.

Mr. Cunningham of the Linoleum Department was presented with a bouncing baby boy who tipped the beams at exactly ten pounds. We all take this means to congratulate "POP."

TENTH FLOOR

Mr. Roland Friedlander is now assisting Mr. Lloyd, Personnel Director, in making job analyses. Mr. Friedlander's former associates in the Auditing Department extend best wishes in his new work.

The Auditing Office girls welcome their new chief Mr. Walter Smith who succeeds Mr. Friedlander. Mr. Smith was formerly floor superintendent of the Fifth Floor.

Among those who have recently made the vow "to love, honor and obey" were Minnie Caplan who is now Mrs. Sam

Serbin; Beebie Rodgers who is now Mrs. Leo Weber. The department extends to them all good wishes for many years of happiness.

The Book Keeping Department presented a handsome clock to Miss Selma Braun who left to be married in New York to Mr. Morris Caplan.



North Side Group at Camp Ot-A-Bee

Another happy bride is Mrs. John Clifford Hays, formerly Marie Sossong of the Book Keeping Department. And by the time this paper is issued, Helen Care will have been married; June 20th being the date.

ELEVENTH FLOOR

We will all be glad when Mrs. Fluke has her new house complete. We have heard so much house building talk from her for months past that sometimes we think we're at a contractors' convention.

Sarah Regenstein is now well established in her new home and we wish her much happiness.

You don't have to wait till you get to heaven to hear the angels sing and play on their golden harps. There's a very fair maiden on the eleventh floor giving harp demonstrations.

TWELFTH FLOOR

Miss Irene Casey's fellow workers extend their sympathy in her recent bereavement.

Miss Rinkal is now Mrs. Murray. The wedding took place May 25th and Mercedes assisted as bridesmaid.

The lure of California has got our Sophie. While we wish her happiness in her new home, we must say we're going to miss her a lot.

Grace has left to take up the study of music.

* * *

We welcome back Thelma after an illness that kept her away three months.

BASEMENT

Lots of Bear Run enthusiasm in the Basement. Ask Jack Cohen, for instance. Or Mr. O'Donnell. Or Ellen Mahoney.

* * *

Fat bonuses are surely due to arrive in the Basement. If good salesmanship and hustling and good values and enthusiasm have anything to do with it, those bonuses will come all right.

* * *

Mary Barnes and Agnes Wollen make two pretty models in their gingham frocks. The materials are from their department.

* * *

Miss Quinn has good reason to be proud of her new showing of hats.

* * *

We welcome back Miss Helen Bell and Dinetta Orlansky who left the store some time ago.

* * *

The Silk Department extends sympathy to Mr. Unger on the recent death of his father.

* * *

Elsie Zeh wears a smile for some reason known only to herself. We'd like to be in on the joke.

* * *

Esther is selling now in the Ladies' Gown Department. She likes it and we wish her success.

* * *

Ever see anything like the way Miss Kirby and her girls work to make the Children's Dress Department a success?

* * *

Dorothy, stock girl in Women's Gowns, surprised us all by getting married the other day.

THIRTEENTH FLOOR

Marie, the checker, and Mrs. Jacobi, the cashier, have the kind of smiles that add a lot to the cheer of our 13th floor cafeteria.

* * *

Patrons of the cafeteria are to be commended for their co-operation in depositing lunch papers in the new containers. This does much to keep our dining room clean and attractive.

Lovely new ferneries have made their appearance recently in the cafeteria. They're beauties, too! They do a lot to bring a summery look to the big, bright room.

* * *

New labor-saving machinery has been installed in the kitchen on the 13th floor. This simplifies the work and speeds up the service.

* * *

The laundry department extend to Mr. Carpenter their best wishes for success in his new position as manager of the Penn Lincoln Hotel laundry. "The corner gang" miss Mr. Carpenter.

* * *

We extend our sympathy to Mr. J. C. Campbell and to Miss Schultz in their recent bereavements.

THE STORY OF THE ANNIVERSARY WINDOWS

Nearly every one is familiar with the original paintings which the Anniversary windows reproduce in tableaux—such pictures as "Declaration of Independence" by John Trumbull, "Perry on Lake Erie" by William Henry Powell, "Landing of The Pilgrims" by Peter Rothermel. These and the other seven great paintings in the series have received homage from young and old, for they are masterpieces memorializing great scenes, dramatic moments in our nation's history.

It was Kaufmann's idea to bring these pictures in the form of tableaux to the people of Pittsburgh. Accordingly, photostats of the paintings were made, enlarged and colored exactly like the originals. These photostat copies were sent to a famous studio abroad, where an artist with rare skill created the little three-foot figures for the ten tableaux. Each one of these figures is true to the original in every detail of coloring, expression and dress. Backgrounds, and settings, too, were faithfully copied. It has been a work of many months to produce these figures, transport them across the ocean and finally assemble them in the tableaux of the ten historical windows extending one whole block on Smithfield St., for Kaufmann's 56th Anniversary.

* * *

Mr. Edgar J. Kaufmann, was recently appointed by the mayor a member of the City Development Commission.

READING WITH A PURPOSE

by Pearl Wolpert, Librarian

"Education is the harmonious development of all our faculties. It begins in the nursery, goes on at school, but does not end there. It continues through life, whether we will or not."

One need not be a college graduate to have harmoniously developed faculties, for with a rudimentary education, average mentality, and a strong will and a high purpose, one can, with carefully selected reading, develop his faculties. A good plan is to choose a subject that interests you and study it with concentrated effort and thoroughness.

Several of our fellow workers here at Kaufmann's are doing just that and the Library on the 13th floor is assisting them. Feeling that their education was incomplete or unsatisfactory they are putting themselves through systematic reading courses on their chosen subjects and they are gaining knowledge and enjoyment.

One young woman has been reading along the lines of interior decoration. She has studied a number of books, good authorities, on color and design, on tapestries and fabrics and hangings. The study of tapestries led her into history to get the backgrounds. She has been going into the study and reading with real enthusiasm and understanding of what she needs and wants. Recently she was transferred from a basement department to one of the departments upstairs where her interest and knowledge of interior decorating and color harmonies will prove of value to herself and the store.

A young man who was studying art in one of the evening schools, has been reading systematically along the lines of design and color. He has also been reading many biographies of famous artists. It is clever to combine this human side of the subject with the technical studies.

There are many others in the store who have special interests and hobbies and who are reading along these lines. The librarian is always glad to assist in every possible way. Besides the books to be found on the shelves, others may be requisitioned from the main Carnegie Library and they will be sent to the store library within a reasonable time.

So the librarian would like to extend a special invitation to all who have ever thought of "reading with a purpose" to start now and call upon her to assist.



The Club House at Our Summer Club in the Mountains

BEAR RUN CLUB OPENS JUNE 26

All Aboard for Kaufmann, Pa.!

WITHIN a week after this paper is released, the latch string will be out at Bear Run and every train that stops at the little station in the mountains, called Kaufmann, Pa., will unload a jolly crowd of Kaufmann fellow workers. As this issue of THE STORAGRAM goes to press, Mrs. Mills, the manager, Mrs. Snyder, and Bob Grady, the chauffeur, have gone up to camp, a courageous little vanguard to be followed in a few days by a crew of ten or a dozen workers to get everything ready for the first lot of Bear Run vacationists.

It gives us a thrill this minute when we think of our Bear Run Club in the mountains—1700 acres of glorious moun-

tain country! Pretty good to think of, isn't it?—after you've been cooped up in the city for nearly a year! The freedom of it—the fun of it—the beauty of it! The big club house has accommodations for seventy girls; the men's club can put up thirty men; there are five family



cottages and this year with two new "back to nature" cottages, there's a whole little colony of them now. It takes a lot of preparation to repair the ravages of a mountain winter, but the work is going ahead and everything will soon be shipshape. We hear from several executives who have had a "pre-view" of Bear Run Club this spring, that the roads are good, especially the road from Uniontown to Ohio Pyle was found to be in good condition—and the green hills greener than ever!

For Kaufmann fellow workers (except executives) Bear Run Club rates are \$7.00 a week. For executives or their families or friends, \$15.00 a week. Register early!

FASHION NOTES FOR SUMMER, 1871

FROM GODEY'S LADY'S BOOK AND HARPER'S BAZAR



"Modistes have exhausted their invention and find no new way of looping and draping over-skirts." *Godey's, June, 1871.*

* * *

"We present a walking dress of purple cashmere made with two skirts. The lower one plain, the upper cut pointed and trimmed with fringe and two rows of velvet; looped at the sides and back. The paletot has long ends trimmed with velvet. A velvet and chip gypsy bonnet is worn with this walking dress."—*Godey's, June, 1871.*

* * *

"Basque and sleeve lining may not be omitted under thin materials. Without the lining, the effect is vulgar, especially on the street."—*Godey's for May, 1871.*

WEDDING DRESSES

"White muslin is popular. One model we saw lately was trimmed with twelve hundred dollars worth of Valenciennes lace. The white muslin skirt was worn over a white silk skirt, and over the silk bodice, there was a white muslin tunic, with pagoda sleeves. Over all were cascades of Valenciennes lace."—*Harper's Bazar, 1871.*

* * *

"White ottoman silk, with reps as thick as knitting needles, makes a very rich and handsome wedding dress. It should be made with the postilion basque and Grecian drapery, which is especially becoming to slender figures as it gives the appearance of plumpness."—*Godey's Lady's Book, 1871.*

"Widows and brides who are no longer young, do not wear white, but instead, pearl tinted silk. A plain corsage, cut heart shape, is stylish."

We are greatly indebted to Miss Jane Fales, Head of Costume Economics at Carnegie Institute of Technology, for furnishing the original fashion plates of 1871 which were used for the covers of this magazine, and for the cuts shown on pages 10 and 12.

TRAINS AND DEMI-TRAINS

"The long or slightly trained skirt worn in the house or carriage, may be shortened for the promenade on the street by a very simple process. A loop of cord or small ring is sewed in the under side of the skirt. Tape is then passed through these loops and through an eyelet hole in the back seam of the side gore, and is tied outside of the skirt in the front. The overskirt hides these tapes and the underskirt is given a lovely bouffant effect."—*Harper's Bazar for 1871.*

A SCENT BAG

"This will prevent moths injuring clothes: one ounce cloves, caraway seeds, nutmeg, mace, cinnamon, and of orris root as much as will equal the other ingredients when put together. Grind the whole to powder and put in silk bags."—*Godey's for May, 1871.*

"The coquetry of summer toilets consists of pretty bows stuck about in most unnecessary places."

"Crinolines are certainly conducive to comfort. The new "duplex crinoline" is a small light-weight foundation for skirts. It has a steel tournure attached to the upper portion of the back to throw the skirt out and prevent that clinging of the skirt which is so ugly and, in warm weather especially, so uncomfortable."—*Godey's, 1871.*

WORKING WOMEN

"There are now no less than thirty thousand women and girls in New York City alone, who are supporting themselves by toil in various trades and occupations."—*Godey's Lady's Book for August, 1871.* (The Editor of *Godey's*, in apparent consternation and alarm, went on to comment and ask what was to be done about it!)

FEATHER BEDS

"There has been some difference of opinion lately concerning feather beds, some asserting that they are not as healthy as mattresses. This is as erroneous as many new ideas. Feather beds are indeed healthy, and a far greater luxury than mattresses. But feather beds want care. They require a good deal of hearty shaking. It is excellent exercise and promotes good health and good spirits."—*Godey's, 1871.*

BED CURTAINS

"Bed curtains are necessary or not according as the sleeping room is draughty or otherwise. Many rooms require them to prevent the occupiers from ear and tooth aches, stiff necks, colds, etc."—*Godey's, 1871.*

THE STORAGRAM



GODEY'S FASHIONS FOR NOVEMBER 1871

1871

56th Anniversary

1927

KAUFMANN'S

Fifth Avenue

Pittsburgh